WHAT IS CLAIMED IS:

1. A printer to print a video signal using printing media including a printing ink ribbon and paper, the printer comprising:

an image processing means for storing a plurality of data different from each other in a value on which the color appearance characteristic of the printing media depends and converting, using the plurality of data, an image composed of R, G and B video signals based on the video signal to a Y, M and C complementary-color image consisting of a desired number of columns; and

means for printing an output from the image processing means using the printing media.

2. The printer as set forth in claim 1, wherein the image processing means has a memory means in which there is stored the plurality of data different from each other in gamma value upon which the color appearance characteristic of the printing medium depends.

3. The printer as set forth in claim 2, wherein the image processing means calculates the plurality of data difference in gamma value from each other with reference to a reference image and changes the addresses of the data in the memory means.

4. The printer as set forth in claim 1, wherein the image processing means has a complementary color converter in which the R, G and B images are converted to Y, M and C images being in the complementary relation with the R, G and B

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images and further to Y, M and C complementary-color images for the desired number of columns.

5.   The printer as set forth in claim 4, wherein the conversion to the Y, M and C complementary-color images for the desired number of frames is effected by an image dividing means which divides the Y, M and C complementary-color images by the hardware in a main scanning direction and by the software in a sub scanning direction to generate Y, M and C images for the desired number of columns.

6.   The printer as set forth in claim 1, wherein the image processing means has a memory means in which there is stored the plurality of data different from each other in a gamma value upon which the color appearance characteristic of the printing medium depends, and a complementary color converter in which the R, G and B images are converted to Y, M and C images being in the complementary relation with the R, G and B images and further to Y, M and C complementary-color images for the desired number of columns using the plurality of data.

7.   The printer as set forth in claim 6, wherein the conversion to the Y, M and C complementary-color images for the desired number of frames is effected by an image dividing means which divides the Y, M and C complementary-color images by the hardware in a main scanning direction and by the software in a sub scanning direction to generate Y, M and C images for the desired number of columns.

8.   The printer as set forth in claim 1, wherein the printing medium includes a sublimation ink ribbon and printing paper.

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9. A color adjusting method for use in a printer to print a video signal using printing media including a printing ink ribbon and paper, the method comprising steps of:

storing a plurality of data different from each other in a value on which the color appearance characteristic of the printing media depends and converting, using the video signal, an image composed of R, G and B video signals based on the video signal to a complementary-color image consisting of a desired number of columns;

printing an output from the image processing step using the printing media;

selecting a desired one of the plurality of images printed on the printing paper at the printing step; and

adjusting the colors according to the desired image selected at the selecting step.

10. The method as set forth in claim 9, wherein at the image processing step, the plurality of data different from each other in gamma value upon which the color appearance characteristic of the printing medium depends is stored.

11. The method as set forth in claim 10, wherein at the image processing step, the plurality of data difference in gamma value from each other is calculated with reference to a reference image and rewritten for storage.

12. The method as set forth in claim 9, wherein at the image processing step, the R, G and B images are converted to Y, M and C images being in the

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complementary relation with the R, G and B images and further to Y, M and C complementary-color images for the desired number of columns.

13. The method as set forth in claim 12, wherein the conversion to the Y, M and C complementary-color images for the desired number of columns is effected by dividing the Y, M and C complementary-color images by the hardware in a main scanning direction and by the software in a sub scanning direction to generate Y, M and C images for the desired number of columns.

14. The method as set forth in claim 9, wherein the plurality of data different from each other in gamma value upon which the color appearance characteristic of the printing medium depends, is stored, the R, G and B images are converted to Y, M and C images being in the complementary relation with the R, G and B images and further to Y, M and C complementary-color images for the desired number of frames using the plurality of data.

15. The method as set forth in claim 14, wherein the conversion to the Y, M and C complementary-color images for the desired number of frames is effected by dividing the Y, M and C complementary-color images by the hardware in a main scanning direction and by the software in a sub scanning direction to generate Y, M and C images for the desired number of columns.

16. The method as set forth in claim 9, wherein the printing medium includes a sublimation ink ribbon and printing paper.

17. The method as set forth in claim 9, wherein at the selecting step, the desired

image is selected by prompting the user to select corresponding positions on a monitor screen to the plurality of images printed on the printing paper.

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